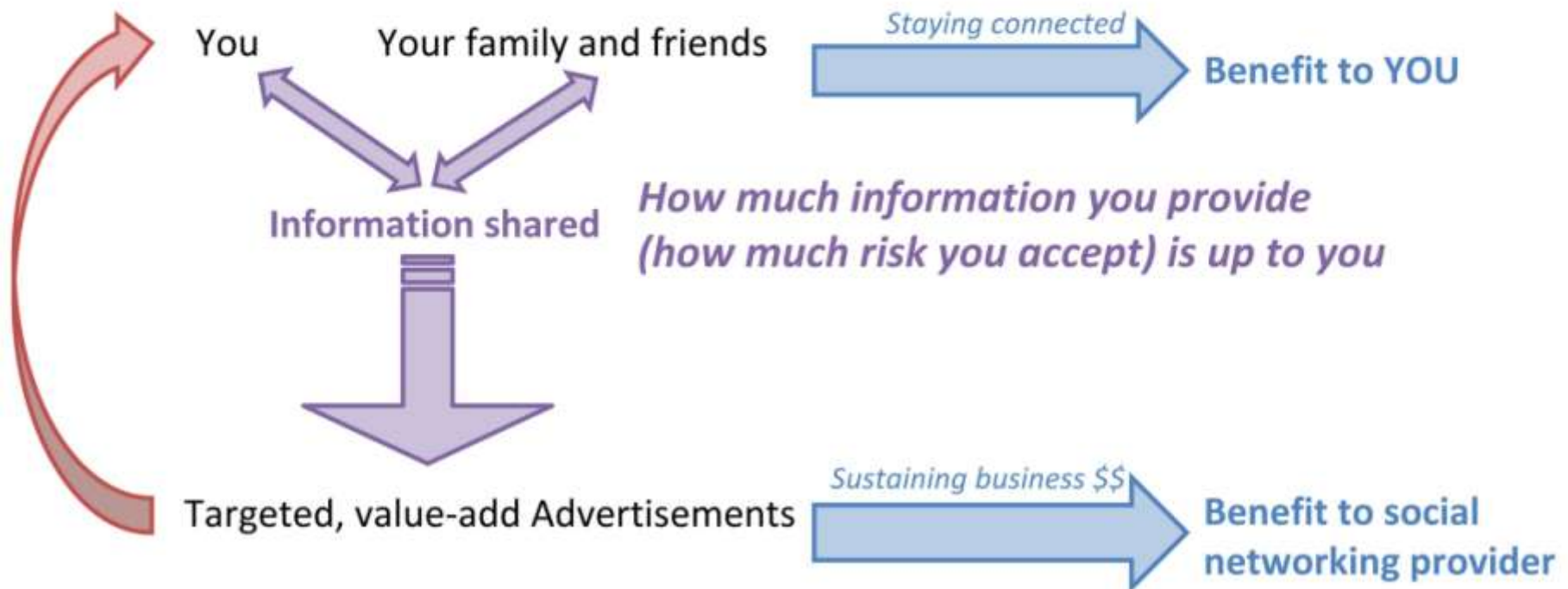# SOCIAL MEDIA SNAPSHOT

FACEBOOK PRIVACY SETTINGS
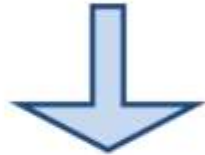
JUNE 2010

Social networking will always be a tradeoff between safeguarding your privacy and enjoying the benefits of socializing online

You   Your family and friends

Staying connected

Benefit to YOU

Information shared

How much information you provide (how much risk you accept) is up to you

Targeted, value-add Advertisements

Sustaining business $$

Benefit to social networking provider

Most information used by social networking providers & advertisers is intended to provide you value
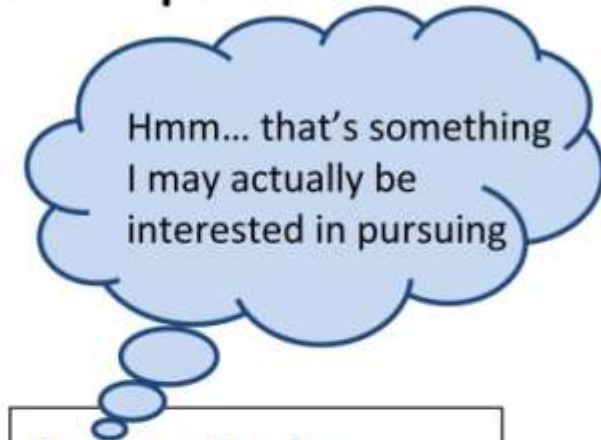
I post an update to Facebook mentioning "teachers"

This information is filtered by the social networking provider and marketed to advertisers to provide offers or services that you may like

RESULT: University of Southern California advertisement appears on my page recommending a master's degree program to become a teacher

Hmm... that's something I may actually be interested in pursuing

Become a teacher ✕

Get a Master's and teaching credential from the University of Southern California's Master of Arts in Teaching program delivered online

👍 Like

But when information about us or associated with us is shared publically, it can foster spam or even malicious behavior

Risks Associated with Sharing Too Much Information

- Operations security violation
- Identify theft
- Home break-ins/theft
- E-mail viruses
- Solicitors / spam

Facebook is all about sharing—with our friends, family members, soldiers and the general public

1. Some information we want to spread as far and wide as possible (e.g. public affairs messaging & crisis communications)

2. Some information we only want to share with our friends & family

3. And some information we don't want to share with anyone (in particular, information that could compromise OPSEC)!*

*Information that could compromise OPSEC should not be shared anywhere on an unsecured social networking site, regardless of your privacy settings

Even though you should assume that all information you share on Facebook _could_ be made public, there are some precautions you can take to keep the information you want to stay just between friends from being shared publically.

We encourage Soldiers, Army personnel and their family members to use the following minimum recommended privacy settings on Facebook. It is your decision to share more or less information, just make it an informed decision!

A STEP-BY-STEP GUIDE TO YOUR PRIVACY SETTINGS

What your privacy dashboard should look like when you are finished customizing your settings

🔒 Sharing on Facebook

Just because the "other" category is selected does not mean the specific recommended settings are in place, so be sure to go through guide.

	Everyone	Friends of Friends	Friends Only	Other
Everyone				
Friends of Friends	My status, photos, and posts			■	
	Bio and favorite quotations				■
Friends Only	Family and relationships			■	
	Photos and videos I'm tagged in				■
Recommended	Religious and political views				■
	Birthday			■	
Custom ✔	Can comment on posts			■	
	Email addresses and IM				■
	Phone numbers and address				■

Note: These are minimum recommended privacy settings—you may choose to share more or less information if you desire

✏ Customize settings

✅ This is your current setting.

Choose Your Privacy Settings ▸ Basic Directory Information

◄ Back to Privacy   Preview My Profile

Your name, profile picture, gender and networks are always open to everyone (learn why). We suggest leaving the other basic settings below open to everyone to make it easier for real world friends to find and connect with you.

🔍 **Search for me on Facebook**	This lets friends find you on Facebook. If you're visible to fewer people, it may prevent you from connecting with your real world friends.	🔒 Friends of Friends ▼
📇 **Send me friend requests**	This lets real world friends send you friend requests. If not set to everyone, it could prevent you from connecting with your friends.	🔒 Everyone ▼
💬 **Send me messages**	This lets friends you haven't connected with yet send you a message before adding you as a friend.	🔒 Everyone ▼
👥 **See my friend list**	This helps real world friends identify you by friends you have in common. Your friend list is always available to applications and your connections to friends may be visible elsewhere.	🔒 Friends Only ▼
💼 **See my education and work**	This helps classmates and coworkers find you.	🔒 Friends Only ▼
🏢 **See my current city and hometown**	This helps friends you grew up with and friends near you confirm it's really you.	🔒 Friends Only ▼
✏️ **See my interests and other Pages**	This lets you connect with people with common interests based on things you like on and off Facebook.	🔒 Friends Only ▼

Then change settings to match what's shown at left

Choose Your Privacy Settings

Basic Directory Information

To help real world friends find you, some basic information is open to everyone. We also suggest setting basics like hometown and interests to everyone so friends can use those to connect with you. View settings

Sharing on Facebook

	Everyone	Friends of Friends	Friends Only	Other
Everyone				
Friends of Friends	My status, photos, and posts		▪	
	Bio and favorite quotations			▪
Friends Only	Family and relationships		▪	
	Photos and videos I'm tagged in			▪
Recommended	Religious and political views			▪
Custom ✔	Birthday		▪	
	Can comment on posts		▪	
	Email addresses and IM			▪
	Phone numbers and address			▪

Click here

🖊 Customize settings   ✔ This is your current setting.

Applications and Websites

Edit your settings for using applications, games and websites.

⛔ Block Lists

Edit your lists of blocked people and applications.

🚩 Controlling How You Share

Learn more about your privacy on Facebook.

Choose Your Privacy Settings ► Customize settings

| ◄ Back to Privacy | Preview My Profile |

Customize who can see and comment on things you share, things on your Wall and things you're tagged in.

Things I share	**Posts by me** Default setting for posts, including status updates and photos	🔒 Friends Only ▼
	Family	🔒 Friends Only ▼
	Relationships	🔒 Friends Only ▼
	Interested in and looking for	🔒 Only Me ▼
	Bio and favorite quotations	🔒 Friends Only ▼
	Website	🔒 Friends Only ▼
	Religious and political views	🔒 Only Me ▼
	Birthday	🔒 Friends Only ▼

Then change settings to match what's shown at right

Edit album privacy for existing photos.

To select the "only me" option, click on the drop down menu and select "edit" next to "Custom"

Religious and political views

Birthday

Edit album privacy for existing photos.

🔒 Only Me ▼

Everyone
Friends and Networks
Friends of Friends
Friends Only
● **Custom   edit**

Custom Privacy

✓ Make this visible to

These people: Only Me ▾

Only selected networks and I can see this.

And these networks ☐ Villanova
☐ Booz Allen Hamilton

✖ Hide this from

These people: Enter a Name or List

Save Setting   Cancel

A pop-up window will appear. Use drop down menu to select "only me"

Also unselect networks*

*Networks include anyone who has associated themselves with that group/organization. By opening your information up to a network, you may share information with people you do not know. See NETWORKS slide (#25) to learn how to leave a network.

Choose Your Privacy Settings▸   Customize settings

Things others share	**Photos and videos I'm tagged in**	🔒 Only Me ▾
	Can comment on posts Includes status updates, friends' Wall posts, and photos	🔒 Friends Only ▾
	Friends can post on my Wall	☑ Enable
	Can see Wall posts by friends	🔒 Friends Only ▾
Contact information	**Mobile phone**	🔒 Only Me ▾
	Other phone	🔒 Only Me ▾
	Address	🔒 Only Me ▾
	IM screen name	🔒 Friends Only ▾
	▉▉▉▉▉▉▉▉ @gmail.com	🔒 Only Me ▾

And continue to change settings to match down the page

Choose Your Privacy Settings

⊞ Basic Directory Information

To help real world friends find you, some basic information is open to everyone. We also suggest setting basics like hometown and interests to everyone so friends can use those to connect with you. View settings

🔒 Sharing on Facebook

	Everyone	Friends of Friends	Friends Only	Other
Everyone				
Friends of Friends				
Friends Only				
My status, photos, and posts			▪	
Bio and favorite quotations				▪
Family and relationships			▪	
Recommended				
Photos and videos I'm tagged in				▪
Religious and political views				▪
Custom ✓				
Birthday			▪	
Can comment on posts			▪	
Email addresses and IM				▪
Phone numbers and address				▪

✏ Customize settings   ✔ This is your current setting.

Click here

🔳 **Applications and Websites**
Edit your settings for using applications, games and websites.

⛔ **Block Lists**
Edit your lists of blocked people and applications.

🚩 **Controlling How You Share**
Learn more about your privacy on Facebook.

Choose Your Privacy Settings ▸ Applications, Games and Websites

‹ Back to Privacy

What you're using

You're using 11 applications, games and websites:

✏ Remove unwanted or spammy applications.
✖ Turn off all platform applications.

Then remove any applications you do not trust

Game and application activity

Who can see your recent activity on their games and applications dashboards.

🔒 Friends Only ▼

And change this setting to "friends only"

Info accessible through your friends

Control what information is available to applications and websites when your friends use them.

Edit Settings

Instant personalization

Lets you see relevant information about your friends the moment you arrive on select partner websites.

Edit Settings

Public search

Show a preview of your Facebook profile when people look for you using a search engine.

Edit Settings

Choose Your Privacy Settings ▸   Applications, Games and Websites

◂ Back to Privacy

What you're using

You're using 11 applications, games and websites:

✎ Remove unwanted or spammy applications.
✖ Turn off all platform applications.

Game and application activity	Who can see your recent activity on their games and applications dashboards.	🔒 Friends Only ▾

Click here

Info accessible through your friends	Control what information is available to applications and websites when your friends use them.	Edit Settings
Instant personalization	Lets you see relevant information about your friends the moment you arrive on select partner websites.	Edit Settings
Public search	Show a preview of your Facebook profile when people look for you using a search engine.	Edit Settings

Info accessible through your friends

Use the settings below to control which of your information is available to applications, games and websites when your friends use them. The more info you share, the more social the experience.

☐ Bio   ☐ My status updates

☐ Birthday   ☐ My photos

☐ Family and relationships   ☐ My videos   **Then unselect all**

☐ Interested in and looking for   ☐ My links

☐ Religious and political views   ☐ My notes

☐ My website   ☐ Photos and videos I'm tagged in

☐ If I'm online

Note: your name, profile picture, gender, networks and user ID (along with any other information you've set to everyone) is available to friends' applications unless you turn off platform applications and websites.

Save Changes   Cancel

Choose Your Privacy Settings▸   Applications, Games and Websites

◂ Back to Privacy

What you're using	You're using 11 applications, games and websites:

🖊 Remove unwanted or spammy applications.
✖ Turn off all platform applications.

Game and application activity	Who can see your recent activity on their games and applications dashboards.	🔒 **Friends Only ▾**
Info accessible through your friends	Control what information is available to applications and websites when your friends use them.	**Edit Settings**
Instant personalization	Lets you see relevant information about your friends the moment you arrive on select partner websites.	**Edit Settings**
Public search	Show a preview of your Facebook profile when people look for you using a search engine.	**Edit Settings**

Click here

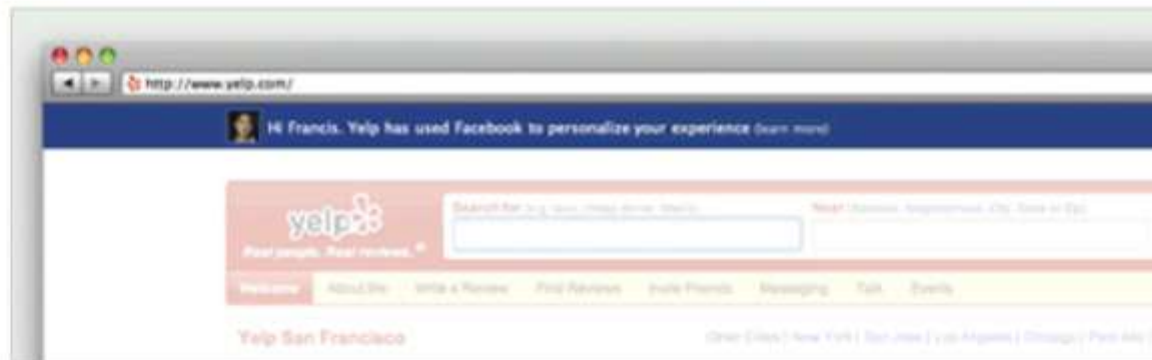# Choose Your Privacy Settings▶   Instant Personalization

◀ **Back to Applications**

Instant Personalization

Our goal is to give you a great social and personalized experience with every application and website you use. We've worked with a select set of partners to personalize your experience as soon as you arrive on their sites.

These partner sites (currently limited to Docs, Pandora, and Yelp) can only access the information and content you've already made available to everyone. All our partners are required to respect your information and we've worked closely with them to make sure they do.

When you arrive at one of these sites, a blue notification bar will appear at the top of the page. Click "No Thanks" if you don't want to have a personalized experience on that site.

Instant personalization is different from social plugins. Social plugin content comes directly from Facebook and no information is shared with the websites themselves.

To turn off instant personalization on all partner sites, uncheck the box below. This will prevent these partners from receiving any of your information through instant personalization, even content you have made available to everyone.

☐ Enable instant personalization on partner websites.

Then unselect this box

Choose Your Privacy Settings ► Applications, Games and Websites

‹ Back to Privacy

What you're using	You're using 11 applications, games and websites: Remove unwanted or spammy applications. Turn off all platform applications.	
Game and application activity	Who can see your recent activity on their games and applications dashboards.	🔒 Friends Only ▼
Info accessible through your friends	Control what information is available to applications and websites when your friends use them.	Edit Settings
Instant personalization	Lets you see relevant information about your friends the moment you arrive on select partner websites.	Edit Settings
Public search	Show a preview of your Facebook profile when people look for you using a search engine.	Edit Settings

Click here

Choose Your Privacy Settings ► Public Search

◄ Back to Applications

Public search

Public search controls whether things you've specifically chosen to share with everyone show up in searches on and off Facebook. It also controls whether people who enter your name in a search engine will see a preview of your Facebook profile. See preview

To use this feature, first go to Basic Directory Information and set "Search for me on Facebook" to "Everyone."

☐ Enable public search

Then unselect this box

This feature allows the information you selected to be shared with "Everyone" to be found via Google and other search engines. If you leave public search enabled, content you share with "Everyone" is open to anyone on the web, not just Facebook!

Check your chart

🔒 Sharing on Facebook

Everyone

Friends of Friends

Friends Only

Recommended

Custom ✔

	Everyone	Friends of Friends	Friends Only	Other
My status, photos, and posts			■	
Bio and favorite quotations				■
Family and relationships			■	
Photos and videos I'm tagged in				■
Religious and political views				■
Birthday			■	
Can comment on posts			■	
Email addresses and IM				■
Phone numbers and address				■

✏ Customize settings

✔ This is your current setting.

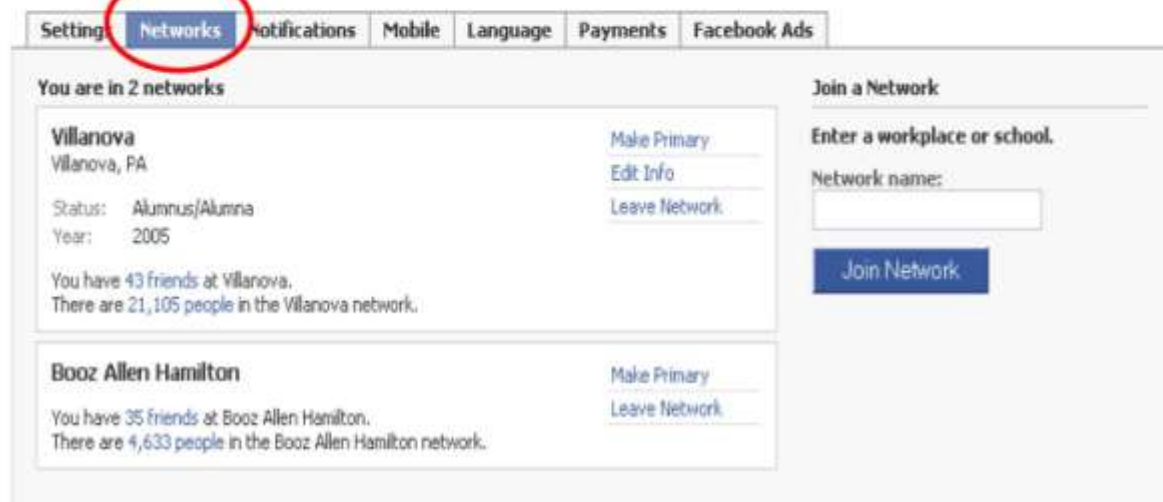**Now you're done!**

Networks are a great way to find and connect with people from your organization or school;

HOWEVER, networks can include <u>anyone who has associated themselves with that group/organization</u>, so **by opening your information up to a network, you may share information with people you do not know.**

To join or leave a network, go to "Account Settings" then select the "Networks" tab. Select "Leave Network" to remove that network, or type in your workplace or school to search for networks to join.